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# Janet Bagley

Portsmouth, NH

Marketing — Graphic Design  
2023 Expanded Visual Résumé



*Photography by Janet Bagley*



*Saint Émilion, France*



# Experience



## 2017 — Present

### *StoneArch Development*

Conquer all B2C marketing, media, branding while analyzing the user experience. Designed a suite of floor plans and façades for three branded subdivisions. Guiding new home buyers through visual presentations, floor plan lifestyles, and interior design selections. Specify finish materials for spec homes: tile, cabinetry, appliances, trim details, and paint. Showcasing projects with my professional photography/video for Builder Trend and media sharing. Assign team schedules supporting their daily work.



## 2014–2017

### *The Gove Group Real Estate*

Designed and launched 40+ new home community brands with multi-channel seasonal campaigns. While managing the design team, I was able to achieve branch growth through signage and sub-brands like The Luxury Collection. Personal goals and brands were taught to new agents. Design and development of websites/touch presentations for sales centers. Tracked and re-positioned all new construction and resales marketing plans based upon the data results.



## 2000–2014


### *The Memory Jogger Company*

Designed, marketed and launched business pocket guides in change management and growth disciplines such as Lean Six Sigma, and Time Management. Eagerly led my team of designers into delivering various marketing vehicles and publications for public and private training courses. My specific goal was to help the non-profit company grow and expand its quality and educational tools across all aspects of international business sales through marketing efforts.



## Janet Bagley

- Fine Artist
- Photographer
- Graphic Designer
- Project Manager
- Realtor

 **Education**  
Endicott College

# Islington Commons

CONDOMINIUMS



History | Sealife | Water Sports

- ◆ Exclusive pocket neighborhood in the heart of Portsmouth, designed with maintenance-free exteriors and manicured landscaping
- ◆ Traditional architecture, upscale residences, with modern floor plans
- ◆ Custom high-end finishes with carefully selected designer finishes



IslingtonCommons.com

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Sales Presentation Board





# 📷 Photography

*Saint Émilion, France*





*Venice, Italy*



*Kapolei, Hawaii*



*Château of Chambord, France*





# Photography - Architectural

*Persimmon Homes*





Copley Properties



Persimmon Homes - Rye



Persimmon Homes



Persimmon Homes



Persimmon Homes- Rye





# Photography - Models

Cate St., Portsmouth - Stonearch







# TOWNHOMES **BRAYERSTON**

PORT-CITY OUTSIDE | TRANQUILITY INSIDE



## REVITALIZED WEST END NEIGHBORHOOD

- 31 Elegant Townhomes
- Vibrant Art/Historic Scene
- On-site Pocket Park
- Thriving West-End
- Open-flow current-designed interior finishes
- Excellent central location  
5 Minute Bike Ride to Town  
2 Minutes to RT 1 Bypass  
5 Minutes RT 95



**VIZULUXE**  
REAL ESTATE

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**THIS RANGER (1240 S.F.)**

**THIS MORNING LIGHT (1334 S.F.)**

**THIS HERBAGRO (1434 S.F.)**

**THE CHIPPERS AND TYPHOON (1257 S.F.)**

**THE CHIPPERS** will be the first to be built in the West End. The design is a modern interpretation of the historic architecture. The design is a modern interpretation of the historic architecture. The design is a modern interpretation of the historic architecture.

**THE MORNING LIGHT** is a modern interpretation of the historic architecture. The design is a modern interpretation of the historic architecture. The design is a modern interpretation of the historic architecture.

**THE HERBAGRO** is a modern interpretation of the historic architecture. The design is a modern interpretation of the historic architecture. The design is a modern interpretation of the historic architecture.

**THE CHIPPERS AND TYPHOON** is a modern interpretation of the historic architecture. The design is a modern interpretation of the historic architecture. The design is a modern interpretation of the historic architecture.



**STONEARCH at GreenHill**  
New Home Specifications:  
2,000 Sq. Ft.

**3 Bed**  
**2 Bath**  
**1 Powder Room**  
**Office**  
**Optional Bonus Room**  
**Open Dining Area**

**FIRST FLOOR PLAN**  
APPROX. 152 SQ. FT.

**SECOND FLOOR PLAN**  
APPROX. 154 SQ. FT.

**□ Felicia Frances**



# Graphic Design

## Brand Identity



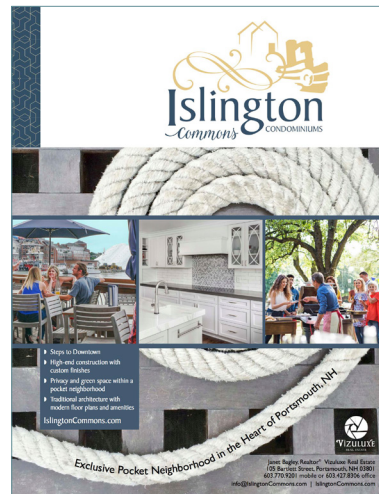
Further samples available  
online [Vizuluxe.com/book](http://Vizuluxe.com/book)

**Brayerston** — Project branding (brochure shown), floor plans, signage, and marketing materials.

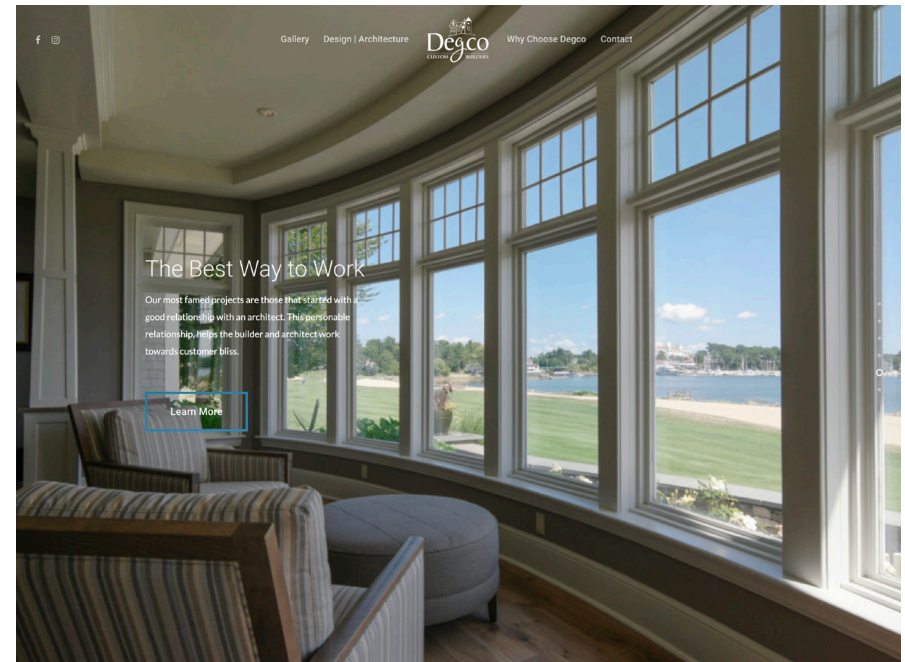
**StoneArch** — Collaborate with architectural designer to determine which façades, some floor plans, all specifications were marketable. Branded signatures series.

**Degco** — Website development and design. Word Press through GoDaddy.

**The Gove Group** — Two page spread magazine ad for multiple subdivisions.



**Islington** — Marketing brochure for open houses and events.







# Marketing



## Tangible Marketing Campaigns

**Buoyed** — Fund-raiser/gorilla campaign for Islington Commons — *You've Been Buoyed!*  
 "If you find me, please snap a photo of me in your favorite place in the city with @Buoyed-Seacoast," and they will donate to OneSky.

**Rack Card** — Monthly raffle ticket for open house attendees in exchange to enrol in the email program

**Tradeshow** — "Why buy new" banner stand and Gove trade show booth graphics.

**Marketing Sign** — Project site signage



☕ Coffee level — highly caffeinated





## Digital Media

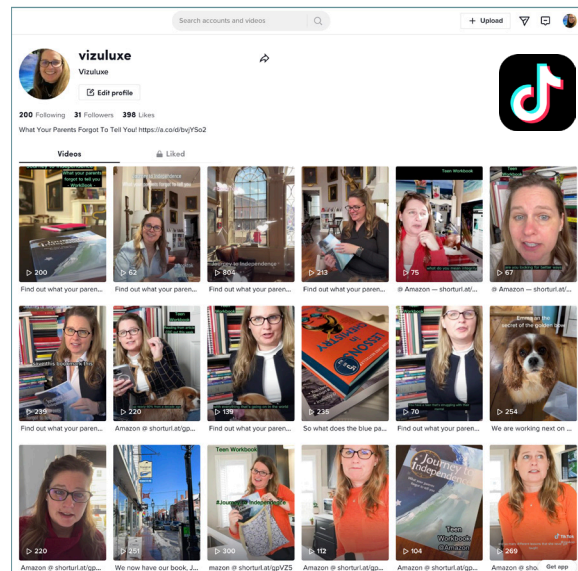
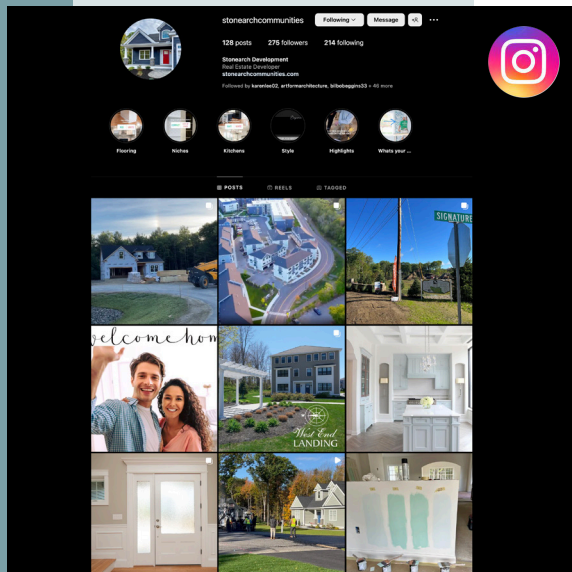
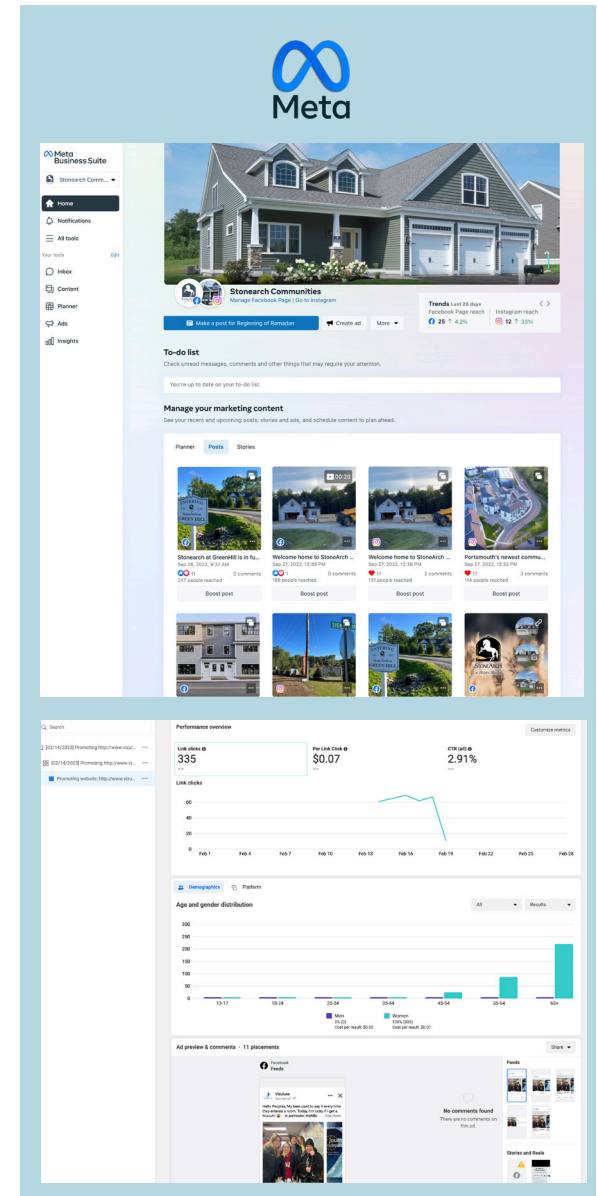
**Video** — Five minute StoneArch project close out sales video (icon is live in for FB PDF). YouTube shorts, and I have done a few that have had upwards of 1300 views.

**Meta Business Suite** — Managing Facebook and Instagram advertising as well as standard posts, reels, and stories.

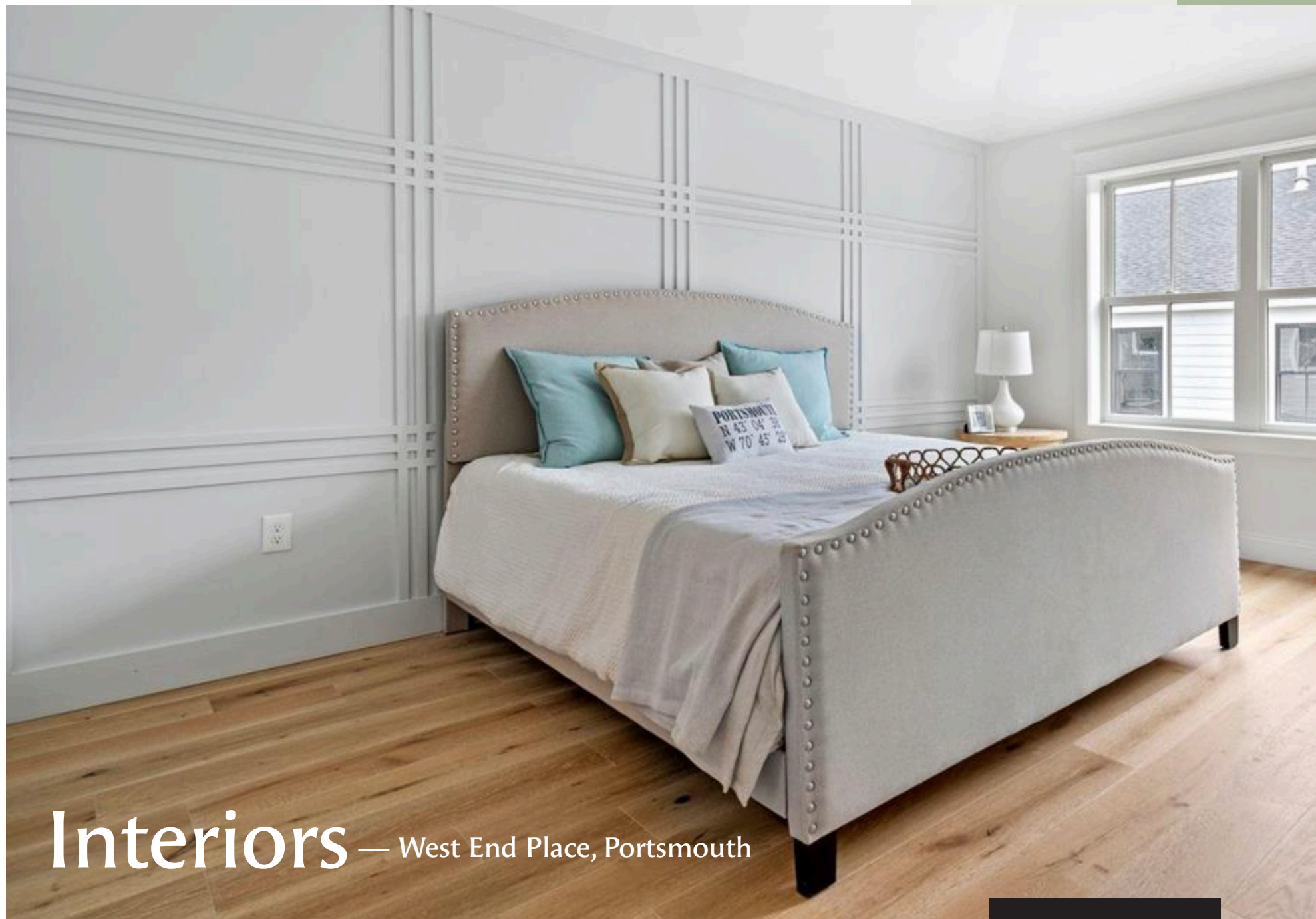
**Instagram** — Develop imagery based posts, stories and reels for builder updates.

**TikTok** — Shorts/two min video clips using CapCut, or native in app creation.

 [URL-VIDEO - FB #StonearchCommunities](#)








# Interiors — West End Place, Portsmouth





## Interior design for new builds

**West End Place** — Designed and managed contractors for spec townhomes (15 of 30 units). Including trim and feature wall designs throughout. Tile work in every bath (3 baths per unit), including designs of the shower niches and their framing. Specified all wall colors, including feature walls.

 Kitchen design/layout and management for all 60 rental units in Rochester, NH.







Removed wall between dining room and kitchen. Made pantry into a full bath with a pocket door off the back hall. Kitchen space took over the dining room.

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